



Aaron's Announces 10th Anniversary Sponsorship of Aaron's Dream Weekend at Talladega

April 13, 2011

VIP Guests, Auburn-Themed Car Celebrated at Talladega

ATLANTA, April 13, 2011 /PRNewswire via COMTEX/ --

Aaron's, Inc. (NYSE: AAN), a lease-to-own retailer specializing in the sales and lease ownership of residential furniture, consumer electronics, home appliances and accessories, will sponsor the Aaron's Dream Weekend at Talladega Superspeedway for the 10th year on April 15 - 17. In commemoration of the anniversary, the Company has a celebration in line with Talladega's fun-filled traditions in store for NASCAR fans.

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(Logo: <http://photos.prnewswire.com/prnh/20090423/CL038211LOGO>)

The highlight of the weekend's events will be seen on the track when Aaron's will honor the 2010 BCS National Champion Auburn University. The Auburn-themed No. 15 Toyota Camry will be driven on Sunday by NASCAR Sprint Cup Series driver Michael Waltrip. Additionally, the Auburn Tigers head football coach Gene Chizik will serve as Grand Marshall for the Aaron's 499 on Sunday. Aaron's will continue its partnership with Auburn beyond Talladega as a sponsor on the Auburn Sports Network through 2012.

Waltrip will also be the driver on Saturday of the Michael Waltrip Racing NNS No. 99 Aaron's Dream Machine, which will feature a custom paint scheme sporting artwork from the winner of Aaron's "Color Your Way to Talladega" coloring contest. The winner, Shelby Miller, age nine from Layton, Utah, won an all expenses paid weekend trip to Talladega for her and her family. Each year, the nationwide coloring contest is open to children 10 and under who submit their paint scheme of the Aaron's Dream Machine racecar.

Winners of the Weekend of Your Dreams sweepstakes, Philip and Phranda Mistretta from Chesterfield, Michigan, will have the honor of waving the green flag Saturday to start the Aaron's 312. Philip and Phranda will also enjoy an all expenses paid trip to the speedway.

Other VIP guests attending this year's races at Talladega include Colby Bell, professional recording artist from Charlotte who will perform God Bless America; Jamie Butler, country music singer from Snellville, Georgia, who will perform the National Anthem; representatives of the Wounded Warrior Project; Aaron's Pro Bass Angler Janet Parker; hosts of Aaron's Outdoors television program Jarrod and Leanne Brannen and family; and president of the Armed Forces Foundation, Patricia Driscoll.

Aaron's has once again contracted with renowned motorsports artist Sam Bass and will present one-of-a-kind, hand-painted trophies to the winners of the NASCAR Sprint Cup Series Aaron's 499 and Nationwide Series Aaron's 312. Bass will be present at the track when the winners cross the finish line and will customize the trophies on site for each winner. Aaron's Executive Vice President and Chief Financial Officer, Gil Danielson, will present the 499 trophy Sunday and Aaron's Director of Central Franchise Operations, Julie Scott, will present the 312 trophy Saturday in victory lane.

In addition to hosting the VIP line-up, fans will enjoy the Aaron's corporate display setup outside of the track which will feature entertainers, dance teams and driver appearances including David Reutimann, driver of the Michael Waltrip Racing No. 00 NASCAR Sprint Cup Series Aaron's Dream Machine Toyota.

For media attending the race, Aaron's will host a press conference in the media center at 9 a.m. with special guests Gene Chizik, Michael Waltrip, Aaron's CEO Robin Loudermilk and COO Ken Butler. Photo opportunities with Coach Chizik, Waltrip, Loudermilk, Butler and the Auburn car will follow the press conference. The Drivers' Meeting will also follow at 10 a.m. on Sunday.

About Aaron's, Inc.

Aaron's, Inc. (NYSE: [AAN](#)), the nation's leader in the sales and lease ownership and specialty retailing of residential furniture, consumer electronics, home appliances and accessories, has more than 1,800 Company-operated and franchised stores in 48 states and Canada. Founded in 1955 by entrepreneur R. Charles Loudermilk, Sr. and headquartered in Atlanta, Aaron's has been publicly traded since 1982. For more information, visit www.AaronsSports.com.

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